County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 21-372, **Version:** 1

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a. Approve and authorize the County Administrative Officer, or his designee, to sign a retroactive Agreement with Hearst Stations, Inc. to provide television and digital advertising for WeatherTech Raceway Laguna Seca retroactive from May 15, 2021 through December 31, 2021, for an amount not to exceed $77,000;
b. Accept non-standard risk terms with respect to insurance provisions and non-standard terms with respect to Non-Discrimination, compliance with Terms of State or Federal Grants and conflict of Interest in the Agreement; and
c. Approve and authorize the County Administrative Officer, or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% ($7,700) of the agreement amount and do not significantly change the scope of work.
RECOMMENDATION:
It is recommended that the Board of Supervisors:
a. Approve and authorize the County Administrative Officer, or his designee, to sign a retroactive Agreement with Hearst Stations, Inc. to provide television and digital advertising for WeatherTech Raceway Laguna Seca retroactive from May 15, 2021 through December 31, 2021, for an amount not to exceed $77,000;
b. Accept non-standard risk terms with respect to insurance provisions and non-standard terms with respect to Non-Discrimination, compliance with Terms of State or Federal Grants and conflict of Interest in the Agreement; and
c. Approve and authorize the County Administrative Officer, or his designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% ($7,700) of the agreement amount and do not significantly change the scope of work.

SUMMARY/DISCUSSION:
A&D Narigi Consulting, LLC requests retroactive approval of an Agreement with Hearst Stations, Inc. to provide television and digital advertising for the 2021 events at WeatherTech Raceway Laguna Seca.

Hearst Stations, Inc., has requested the following changes be made with regard to the County Standard Agreement as outlined in Addendum No. 2 of the Agreement: (1) Indemnification be limited to third party claims only against County and LSRA manager; (2) modification to cancellation terms to insurance; and (3) modifications to conflict of interest and applicability of laws and regulations as they apply to the agreement.

No other changes to the Standard County Agreement have been made.

This Agreement contains a trade value of approximately $11,000, wherein County will provide Hearst Stations with recognition as the local television station for WeatherTech Raceway Laguna Seca, in addition to displaying station supplied banners or signage in key areas, and displaying the station's logo in all event advertising materials, event website and mark. Two hospitality passes and four 3-day general admission passes will also be provided for the three major events.

Hearst Stations, Inc., represents our local market which will in turn increase ticket sales for the 2021 event season.

OTHER AGENCY INVOLVEMENT:
The Office of County Counsel has reviewed and approved the Agreement as to form.

FINANCING:
The agreement with Hearst Stations, Inc. will be funded through Fund 453 Laguna Seca Budget Unit 8536.
Funding for the Agreement is included in the FY 2020-2021 Approved Budget and the FY 2021-2022
Recommended Budget. Approval of the recommended action will have no additional impact on the County
General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:
The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic
Development and Administration.

_X_ Economic Development
_X_ Administration
_ _ Health & Human Services
___ Infrastructure
___ Public Safety

Prepared by: Lavonne Chin, Administrative Operations Manager, ext. 7214

Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309

Attachments: Hearst Stations, Inc. KSBW Division Agreement